



Beauty Without Cruelty humane criteria

1. ASSURANCES: As virtually all substances have been tested on animals at some time, BWC requires companies to initiate a self-imposed cut-off date on the use of animal tested ingredients, as long as it is at least five years before the date of application and the company must guarantee that the chosen date will be strictly adhered to in the future. Failure to comply with the fixed cut-off date will result in immediate removal from the BWC approved product guide.
2. Products may not contain substances, which have been obtained as a result of the suffering or death of an animal. (We will accept vegetarian)
3. Written assurances must be obtained from ingredient supply companies, that individual ingredients supplied to the company, have not been tested (by them) on animals after the cut-off date.
4. Parent companies and their subsidiaries too, must comply with these criteria.

The list of questions that should be asked of any company claiming to be "animal friendly" is as follows:

1. Does your company impose a fixed cut-off date with regard to the use of animal tested ingredients?
2. Does your company use ingredients that have been required by law to be tested on animals, after the cut-off date?
3. Does your company make use of animal test data (obtained after the cut-off date)?
4. Can your company supply written assurances, from its ingredient suppliers, that they have not tested any of the ingredients on animals after the cut-off date?
5. Does your company belong to a parent company that cannot comply with these criteria?
6. Do your products contain any ingredients that have been obtained through the suffering or death of an animal?

If the company answers favourably to all of these questions, proof in the form of written assurances must be supplied; you can then refer such companies to BWC, as it is unlikely that a company will supply such assurances to a private individual.

Approved product guide

You probably won't see them on the product packaging, nor will they be advertised, but many of the ingredients included in cosmetics and toiletries come from sources that will make your stomach turn. Most soap contains tallow or lard from slaughtered cows and sheep, and gelatine (made from boiled skin, tendons, ligaments and bones) is found in many "protein" shampoos. Acids, fats and placenta are often used in products such as deodorants, foundation creams, perm lotions, shaving creams, lipsticks, toothpaste and bubble bath.

No law requires that cosmetics or toiletries be tested on animals, yet every year millions of animals worldwide die in unreliable, inhumane safety tests; the inevitable conclusion being that such tests are conducted mainly as a form of insurance against public liability cases. Animals have corrosive substances dripped into their eyes; are force fed substances until half the test group die, to find the lethal dose and have substances rubbed into grazed, irritated skin to see what damage is caused.

Beauty Without Cruelty has been investigating the "cruelty-free" claims of companies for 30 years, and the results are published in this guide, as a free service to the public. **There is no charge to companies whose products are endorsed by BWC.**